

Tourism

I. Operation Indicator

Category	Name	Policy and method of establishing the indicator	Target	Purpose	Remarks
Auxiliary	Operation indicators in the other sectors: Roads, Aviation, Ports and harbors, Water supply, Sewage system, and Forestation, etc., should be adopted.				
Auxiliary	Number of Visitors	Number of visitors that entered the target facilities Annual total and monthly total (It is desirable to show by foreign citizens and domestic citizens)	Predicted demand value	To assess if the target facilities are properly operated (utilized)	* It is appropriate to adopt this indicator when improving facilities that target tourists such as parks and museums in the sub-projects. * This indicator is important not only as an operation indicator but also as an effect indicator.
Auxiliary	Entrance Fee	Entrance fee to the target area Annual total (It is desirable to show by foreign citizens and domestic citizens)	Predicted demand value		

II. Effect Indicator

Category	Name	Policy and method of establishing the indicator	Target	Purpose	Remarks
Auxiliary	Number of Tourists	In each whole region (prefecture or state) or whole country Annual total (It is desirable to show by foreign citizens and domestic citizens)	Predicted demand value	Most of tourism projects that are requested by developing countries aim at obtaining foreign currency. Sub-projects also have a wide range of goals. In such projects, adopting these indicators as priority goals in a political perspective is considered to be appropriate.	
Auxiliary	Income from Tourism	Income from tourism in national finance Annual total	Predicted demand value		
Auxiliary	Number of Hotel Guests	Number of hotel guests in the target area (separately or all together) Annual total and monthly total (It is desirable to show by foreign citizens and domestic citizens)	Predicted demand value	To assess the number of visitors to the project target area	Statistics on the number of tourists staying overnight are necessary when the project targets are established.

Notes: As shown by the cases in the past, most requests from developing countries are: (1) projects for promote and develop tourism with a wide range of project goals, such as obtaining foreign currency, employment creation, regional development; and (2) projects for attaining the goals in the above (1) consisting of many sub-projects with a wide range of improvement targets, from museums, infrastructure including roads, airports, ports, harbors, water supply, sewage system, to environment conservation (forestation). Accordingly, these circumstances should be taken into consideration when operation and effect indicators are established.